

GENESYS

HEALTH FOUNDATION

One Genesys Parkway
Grand Blanc, MI 48439-8066
Phone: (810) 606-6387

March 3, 2008

FILED/ACCEPTED

APR 11 2008

Federal Communications Commission
Office of the Secretary

Monica Desai, Chief Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

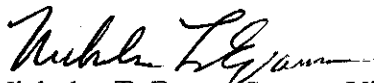
Dear Ms. Desai:

It has been brought to my attention that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proposal is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." Genesys Health Foundation views WJRT as the best possible example of providing support to our community in so many ways that additional federal regulation would be unnecessary.

The ongoing support of WJRT is very important to Genesys Health Foundation's success in Genesys Health System's mission to improve the health of our community. For many years, WJRT has donated on-air time through in-kind promotions and off-air time through staff membership on committees, attending meetings and working the events.

Genesys Health Foundation and WJRT have had a long-standing partnership in improving the health of our community. In my view, WJRT has proven its strong commitment to serving the needs of our community.

Regards,



Nicholas T. Evans, System Vice President & CDO
Genesys Health Foundation

February 5, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

We are writing today with great interest in regard to the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local Communities." We wanted to be one of the first to tell you that, in our view and in the view of Partners In Education, a not for profit educational advocacy organization in Toledo, Ohio, we strongly support WTVG and their outreach and the service it provides this community.

In addition to working with Partners In Education as a key sponsor to our organization, we could not survive without the critical support that WTVG provides.

Partners In Education has worked with WTVG on a number of public service announcements that have significantly raised local awareness of the issues on which this organization works so hard. WTVG has produced and aired several stories as part of their coverage of local and community new and events that have raised the profile on the issues of education, mentoring, and community advocacy.

Some of the issues that WTVG have covered include:

- Principal and Teacher For a Day opportunities
- Faculty In the Workplace
- Principal & Business Mentoring Programs
- Odyssey High School Program
- One-on- One Tutoring opportunities

608 Madison • Suite 1303 • Toledo, Ohio 43604
Phone: 419-242-2122 • Fax: 419-242-2239

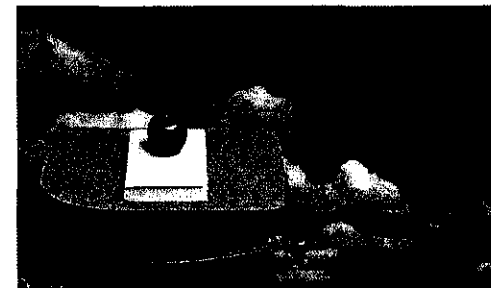
www.partnerstoledo.org



FILED/ACCEPTED

APR 11 2008

Federal Communications Commission
Office of the Secretary



All of these programs impact positively the community involvement in the area public schools, while informing and educating the viewing audience on impact results with each program.

It is due to the first hand experiences, and our long term relationship with WTVG, that we feel that this community is well-served by WTVG. We see no further need for new national regulations that would create additional oversight.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Rasmus".

Mark Rasmus
President

A handwritten signature in black ink, appearing to read "Eileen M. Kerner".

Eileen M. Kerner
Executive Director

cc: Michelle Casey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



American Red Cross

**Blood Services
Western Lake Erie Region**

Headquarters
2275 Collingwood Blvd.
Toledo, Ohio 43620
(419) 321-1742
1-800-272-7257
Fax (419) 321-1746

Donor Center
3510 Executive Parkway
Toledo, Ohio 43606
(419) 535-0707
1-800-828-1975
(419) 539-9382

February 4, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

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Federal Communications Commission
Office of the Secretary

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

It has recently come to our attention that the FCC issued a Notice of Proposed Rulemaking on broadcast localism. Our understanding is this proceeding is intended to ensure that broadcasters are appropriately addressing the needs of their local communities. We wanted to inform you that WTVG has supported the American Red Cross Western Lake Erie Blood Services Region, in the following ways.

The American Red Cross Blood Services Western Lake Erie Region (WLER) has worked with WTVG for the past 12 years for the 13abc All-American Blood Drive. WTVG has provided the WLER with a number of public service announcements for the blood drive that have significantly raised local awareness of the constant need for blood. The WLER serves patients in 23 local hospitals in an 11 county region.

WTVG also has produced and aired several stories as part of their coverage of local and community news and events. These stories have raised the profile on the importance of donating blood and the patients in hospitals that are impacted from volunteer blood donors.

Moreover, the on-air time devoted to the American Red Cross has helped raise community awareness of our issues and our organization. WTVG's role – including both on-air and off-air time – has been and is critical to our blood collection efforts and to getting our message out to the community-at-large.

Sincerely,

Annie Marckel
Senior Communications Specialist

Cc: Michelle Carey
Rick Chessen
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai

Participating Chapters: **Ohio:** Fostoria, Fulton County, Greater Toledo Area (Lucas, Wood and Ottawa Counties), Hancock County, Henry County, Putnam County, Sandusky County, Seneca County and Wyandot County; **Michigan:** Monroe County

02/08API16



Greater Chicago Chapter
Northwestern Ohio Region
P.O. Box 140512
Toledo, OH 43614
Phone (419)290-3145
Fax (419)389-1190

February 5, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

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APR 11 2008

Federal Communications Commission
Office of the Secretary

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

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I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, WTVG already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with WTVG for the last 14 years as our Jingle Bell Run Media Sponsor. They air public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. WTVG also has produced and aired several stories about local people whose lives are affected by arthritis. These stories are always heartfelt and help us spread the word in ways we simply couldn't do without such media support. With our budget, we do not have the funds to pay for the services the WTVG provides and our entire board is supportive and appreciative of the work WTVG does for our foundation.

Jingle Bell Run is our largest annual fundraiser and without their coverage of our local events we would not be able to raise the much needed monies that support our programs. I know that WTVG has raised the profile on the issues on which my organization works. After any of the interviews they have done on our behalf, we receive anywhere from a 30 – 50% increase in website hits and phone calls.

I want to assure you that WTVG's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

arthritis.org



Greater Chicago Chapter
Northwestern Ohio Region
P.O. Box 140512
Toledo, OH 43614
Phone (419)290-3145
Fax (419)389-1190

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by WTVG and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Cherie Chatreau-Grifo
Executive Director

Cc: Michelle Carey
Rick Chessen
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai

Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233

RECEIVED & INSPECTED

APR 11 2008

FCC-MAILROOM

I submit the following comments in response to the Localism Notice of Proposed Rulemaking (the "NPRM"), released Jan. 24, 2008, in MB Docket No. 04-233.

Any new FCC rules, policies or procedures must not violate First Amendment rights. A number of proposals discussed in the NPRM, if enacted, would do so – and must not be adopted.

(1) The FCC must not force radio stations, especially religious broadcasters, to take advice from people who do not share their values. The NPRM's proposed advisory board proposals would impose such unconstitutional mandates. Religious broadcasters who resist advice from those who don't share their values could face increased harassment, complaints and even loss of license for choosing to follow their own consciences, rather than allowing incompatible viewpoints to shape their programming. The First Amendment prohibits government, including the FCC, from dictating what viewpoints a broadcaster, particularly a religious broadcaster, must present.

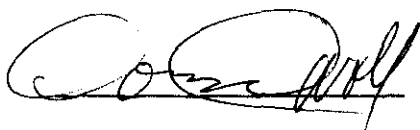
(2) The FCC must not turn every radio station into a public forum where anyone and everyone has rights to air time. Proposed public access requirements would do so – even if a religious broadcaster conscientiously objects to the message. The First Amendment forbids imposition of message delivery mandates on any religion.

(3) The FCC must not force revelation of specific editorial decision-making information. The choice of programming, especially religious programming, is not properly dictated by any government agency – and proposals to force reporting on such things as who produced what programs would intrude on constitutionally-protected editorial choices.

(4) The FCC must not establish a two-tiered renewal system in which certain licensees would be automatically barred from routine renewal application processing. The proposed mandatory special renewal review of certain classes of applicants by the Commissioners themselves would amount to coercion of religious broadcasters. Those who stay true to their consciences and present only the messages they correspond to their beliefs could face long, expensive and potentially ruinous renewal proceedings.

(5) Many Christian broadcasters operate on tight budgets, as do many smaller market secular stations. Keeping the electricity flowing is often a challenge. Yet, the Commission proposes to further squeeze niche and smaller market broadcasters, by substantially raising costs in two ways: (a) by requiring staff presence whenever a station is on the air and, (b) by further restricting main studio location choices. Raising costs with these proposals would force service cutbacks – and curtailed service is contrary to the public interest.

We urge the FCC not to adopt rules, procedures or policies discussed above.



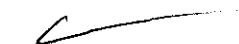
Signature

DAVID WOLF

Name

MR

Title (if any)



Organization (if any)

3-20-08

Date

13264 Hassler

Address

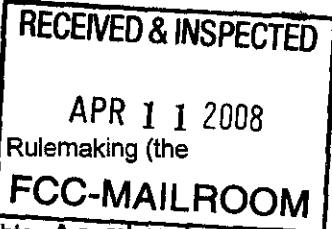
573 336 7722

Phone

FCC-MAILROOM

Organization (if any)

Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233



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We urge the FCC not to adopt rules, procedures or policies discussed above.

Lisa Booker

Signature

3-20-08
Date

Lisa Booker

Name

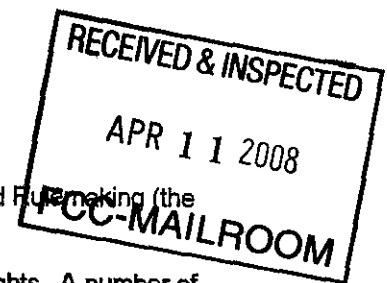
PO Box 143 Licking MO 65542
Address

417-331-9089
Phone

Title (if any)

Organization (if any)

Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233



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We urge the FCC not to adopt rules, procedures or policies discussed above.

Emily Besch

Signature

March 20, 2008

Date

Emily Besch

Name

22196 Barstow Rd Crocker Mo, CA 9452

Address

Rental Clerk

Title (if any)

573-528-9400

Phone

Mid-Mo Motors

Organization (if any)

Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233

RECEIVED & INSPECTED

APR 11 2008

FCC-MAILROOM

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We urge the FCC not to adopt rules, procedures or policies discussed above.

Joyce Dupree

Signature

03-20-08

Date

Joyce Dupree

Name

P.O. Box 990, St. Robert, MO. 65584

Address

Collections Agt.

Title (if any)

573-336-3221

Phone

Mid Missouri Motors, Inc

Organization (if any)

Recipient of the
1999, 2000, and
2001 Annie E.
Casey Leadership
Award.



Big Brothers Big Sisters
of Northwestern Ohio

February 7, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

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McDowell:

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To put it simply, my organization, Big Brothers and Big Sisters, could not survive without the critical support that WTVG provides. Our Local fundraising activities provide a significant portion of our annual operating budget and are essential to sustaining the agency and efforts to fulfill our mission. Big Brothers Big Sisters mission is to help children reach their potential through professional supported, one-to-one relationships. WTVG's support of and participation in our fundraising events is a critical component to our success, both past and future. Moreover, the on-air time devoted to our fundraising events has helped raise community awareness of the issue that children need positive role models. I want to assure you that WTVG's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large. I have been the CEO of Big Brothers and Big Sisters for 12 years. During my tenure here, each and every time we have asked WTVG for their help and support for one of our events, they have never hesitated to assist us.

FILED/ACCEPTED

APR 11 2008

Federal Communications Commission
Office of the Secretary

Main Office
One Stranahan Square
Suite 252
Toledo, OH 43604
419-243-4600
1-888-393-2767
Fax 419-243-2402
bbbsnwo@juno.com

Fulton County Office
602 S. Shoop Ave.
PO Box 187
Wauseon, OH 43567
419-337-9208
Fax 419-337-9287
bbbsfulton@wcnet.com

Williams County Office
228 S. Main St.
Bryan, OH 43506
419-636-1092
Fax 419-636-1070
bbbswilliams@roadrunner.com

Wood County Office
1616 E. Wooster St.
Bowling Green, OH 43402
419-354-2113
Fax 419-352-9679
bbbsnwo@wcnet.org

Ottawa County Office
1854 E. Perry St.
Port Clinton, OH 43452
419-734-1959
Fax 419-734-4841
bbbsnwo@wcnet.org

*Little
Moments.
Big Magic.*



Community Partner

No. of Copies rec'd _____
List ABCDE

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It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by WTVG and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

A handwritten signature in cursive script that reads "Barbie Harrison". The signature is written in black ink and is positioned above the printed name and title.

Barbie Harrison
Chief Executive Officer

Cc: Michelle Carey
Rick Chesson
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai

February 12, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

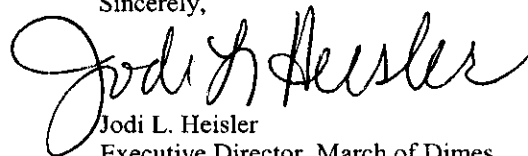
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We have worked with WTVG on a number of public service announcements that have significantly raised local awareness to help spread our message of improving the health of babies by preventing birth defects, premature birth and infant mortality, the issues on which my organization works so hard. WTVG also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on March for Babies (formerly known as WalkAmerica) and the Signature Chefs Auction. For the past several years, WTVG has been our media sponsor for both March for Babies and Signature Chefs. Anchor Susan Ross Wells and WTVG, have not only produced our public service announcements, but they have provided live coverage on event day and post-event coverage.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by WTVG and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,



Jodi L. Heisler
Executive Director, March of Dimes
Northwest Ohio Division

Cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

March of Dimes Foundation

Northwest Ohio Division
3450 West Central Avenue, Suite 352
Toledo, OH 43606
Telephone: (419) 534-3600
Fax: (419) 534-3604

marchofdimes.com/ohio

FILED/ACCEPTED

APR 11 2008

Federal Communications Commission
Office of the Secretary

march  of dimes®



5902 Southwyck Blvd. • Ste. 100 • Toledo, Ohio 43614
(419) 866-3611 • Fax (419) 866-3613
www.communityprevention.org

March 20, 2008

FILED/ACCEPTED

APR 11 2008

Federal Communications Commission
Office of the Secretary

Chairman Kevin Martin
Commissioner Michael Copps
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Commissioner Deborah Tate
Commissioner Robert McDowell

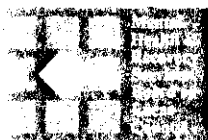
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It has come to my attention that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to tell you that, in my view and in the view of my organization, WTVG currently serves our community in a number of ways that benefit our community.

We have worked with WTVG on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. Their contributions to assist in promoting our Youth "Walk of Fame" – an awards ceremony which recognizes youth in grades K through 12 for their outstanding works in the areas of service to others, personal courage, social enterprise and sharing talents - has been beneficial to both us as an organization as well as the community. WTVG has placed a banner ad on their website, offered to promote the Walk of Fame on air, and volunteered a member of their staff to be on the review committee for nominations as well as an on-air personality to be the Master of Ceremonies for our Awards Banquet. WTVG was also the presenting media sponsor for our 10th Anniversary Gala in October of 2006. In calendar year 2007, we received more than 900,000 media hits from WTVG alone, more than the other three TV stations combined during that time period.

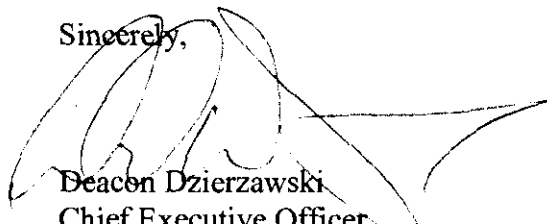


WTVG also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works. These stories include covering press conferences relating to community issues such as youth substance abuse rates, state and local policy advocacy and acknowledging awards that Lucas County Community Prevention Partnership has received from various national agencies.

In the non-profit world, we are very familiar with the benefits of reporting our outcomes by community. The intent of additional regulations is to encourage and foster better relationships between all of the media outlets and their respective communities. However, if further regulations become an undue stress on our community partners, the regulations can be viewed as a benchmark, and encourage the minimum required by law instead of true collaboration.

We are extremely grateful for all of the hard work and assistance we receive from WTVG every year and hope that looking into further regulations are a means of fostering even more beneficial relationships between the media and the community in which they serve.

Sincerely,

A handwritten signature in black ink, appearing to read 'Deacon Dzierzawski', written over a horizontal line.

Deacon Dzierzawski
Chief Executive Officer
Lucas County Community Prevention Partnership

Cc: Michelle Carey
Rick Chessen
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai

APR 11 2008

**Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233**

**Federal Communications Commission
Office of the Secretary**

I submit the following comments in response to the Localism Notice of Proposed Rulemaking (the "NPRM"), released Jan. 24, 2008, in MB Docket No. 04-233.

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We urge the FCC not to adopt rules, procedures or policies discussed above.

Nancy Witt

Signature

3-20-08

Date

Nancy Witt

Name

25076 Hwy 7 South

Address

Richland, Mo 65556

573-765-3950

Phone

Title (if any)

Organization (if any)

No. of Copies rec'd 0
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RECEIVED & INSPECTED

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FCC MAIL ROOM

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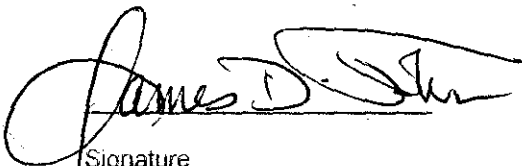
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Signature

James D. Fohn

Name

Title (if any)

Organization (if any)

Date

3/21/08

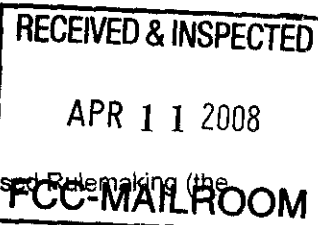
Address

1401. TeKary St.
Lebanon, Mo.

Phone

417-664-0773

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Randy Nelson
Signature

3/21/08
Date

Randy Nelson
Name

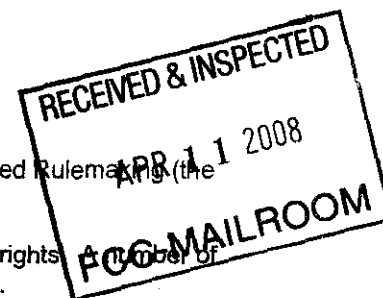
26997 Castleberry Rd Lebanon Mo. 65536
Address

1-417-588-3619
Phone

Title (if any)

Organization (if any)

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Donald Witt

Signature

3-21-08
Date

Donald Witt

Name

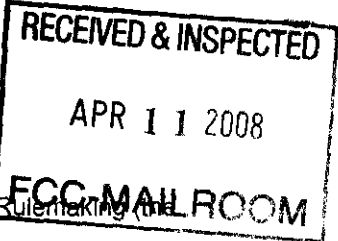
25076 Hwy 7 So. Richland, Mo. 65556
Address

573 765 3950
Phone

Title (if any)

Organization (if any)

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Signature

FRANCIS BROWN

Name

Title (if any)

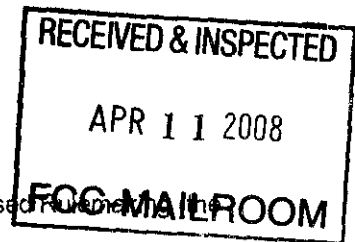
Organization (if any)

3-21-08
Date

P.O. Box 372
Address

573-774-2044
Phone

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Name

Title (if any)

Organization (if any)

3-21-08
Date

P.O. Box 633 Dixon, MO 65459
Address

(573) 433-0029
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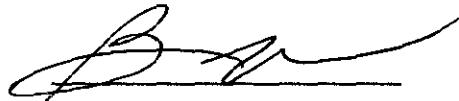
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Signature

Brenda Miller

Name

Title (if any)

Organization (if any)

3/21/08

Date

23010 State Lane
Xagney MO 65534

Address

573-774-2613

Phone

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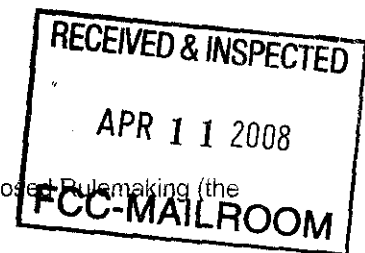
Organization (if any)

03-21-08

Dixon

254-6432

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Michael A Wrinkle

Signature

Michael A WRINKLE

Name

Title (if any)

Organization (if any)

3-21-08
Date

P.O. Box 291 Lebanon Mo 65536
Address

417-532-4416
Phone